

# Destination USA!

With eye-catching graphics and larger-than-life food safety messages, the **USDA Food Safety Mobile** is traveling from coast to coast, reaching and teaching consumers about the importance of keeping food safe.

The **USDA Food Safety Mobile** depicts BAC! – foodborne bacteria – being pursued across the Nation by food safety messengers . . . giving the public a memorable look at the critical steps they must take to keep their food safe: **Clean, Separate, Cook, and Chill.**



**USDA Food Safety Mobile –**  
reaching millions of people,  
right where they live!

From Sea to  
Shining Sea.

## USDA Food Safety Mobile

### Bringing Food Safety Education to You!

Want your community to be a destination on the road to food safety education?

#### Contact:

USDA, FSIS, Food Safety Education Staff

Phone: (301) 504-9605

Fax: (301) 504-0203

E-mail: [foodsafetymobile@fsis.usda.gov](mailto:foodsafetymobile@fsis.usda.gov)

Follow the travels of the Food Safety Mobile!  
Check out [www.fsis.usda.gov/foodsafetymobile](http://www.fsis.usda.gov/foodsafetymobile)

From the  
mountains . . .



# USDA Food Safety Mobile

To the  
prairies . . .

To the oceans,  
white with foam . . .



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**Traveling the Nation with  
Food Safety Education!**



United States Department of Agriculture  
Food Safety and Inspection Service

## An Urgent Message "Goes Mobile"

Foodborne illness continues to be an urgent issue across the United States. In fact, there are an estimated 76 million cases of foodborne illness and up to 5,000 deaths in our country each year. But with education – and safe food handling practices – **foodborne illness is preventable.**

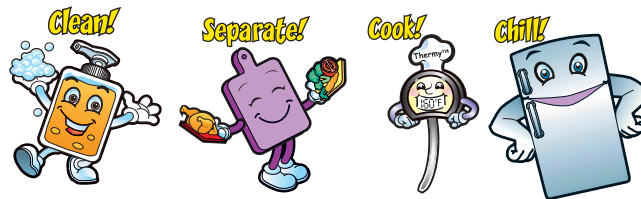
Using ingenious "mobile messaging," USDA is taking this information straight to the people! The **USDA Food Safety Mobile** is traveling to State and county fairs, schools, grocery stores, libraries, parades, community events, cooperative extension offices, conventions, FSIS district offices, and events in conjunction with visits and presentations by USDA officials.

And what's more, this innovative vehicle makes the perfect focal point for a **local media event.** Talk about getting the message out in a big way!

# Food Safety Education on Wheels

The **USDA Food Safety Mobile** is grassroots education at its best. Take a look!

Millions of consumers will be "up close and personal" with the Four Steps to Food Safety — **Clean, Separate, Cook, and Chill** — putting vital health information right in their hands.



Consumers will find out what the Federal government, local authorities, and industry are doing to make sure the food supply is safe . . . and learn what they must do to prevent foodborne illness at home.



This 35-foot recreational-style vehicle is the mobile hub for featured speakers, food safety demonstrations, one-on-one consumer visits, and more!



Look closely at the graphics! That pesky Fight BAC!® character is lurking amidst landmarks throughout the United States – but consumers can keep him at bay by following the Four Steps to Food Safety!

